

F. Commercial Land Development and Employment

Goal

- F-1. Encourage infill and redevelopment of existing commercial areas within the community, as well as nodal neighborhood centers, to meet future commercial development needs.**

Policies

- F-1.1 The City should at all times have sufficient land to accommodate the retail needs of the City and the surrounding market area while encouraging commercial infill and redevelopment. The City presently has five major commercial areas: 99E, 1-5 Interchange, the downtown area, the Parr Road Nodal Commercial area, and the 214/211/99E four corners intersection area. No new areas should be established.
- F-1.2 Lands for high traffic generating uses (shopping centers, malls, restaurants, etc.) should be located on well improved arterials. The uses should provide the necessary traffic control devices needed to ameliorate their impact on the arterial streets.
- F-1.3 Strip zoning should be discouraged as a most unproductive form of commercial land development. Strip zoning is characterized by the use of small parcels of less than one acre, with lot depths of less than 150 feet and parcels containing multiple driveway access points. Whenever possible, the City should encourage or require commercial developments which are designed to allow pedestrians to shop without relying on the private automobile to go from shop to shop. Therefore, acreage site lots should be encouraged to develop "mall type" developments that allow a one stop and shop opportunity. Commercial developments or commercial development patterns that require the use of the private automobile shall be discouraged.
- F-1.4 Architectural design of commercial areas should be attractive with a spacious feeling and enough landscaping to reduce the visual impact of large expanses of asphalt parking areas. Nodal commercial areas should be neighborhood and pedestrian oriented, with parking to the rear or side of commercial buildings, and with pedestrian connections to neighboring residential areas.
- F-1.5 It would be of benefit to the entire City to have Woodburn's Downtown Design and Conservation District an active, healthy commercial area.

Downtown redevelopment should be emphasized and the City should encourage property owners to form a local improvement district to help finance downtown improvements. Urban renewal funds may also be used to fund planned improvements.

F-1.6 Commercial office and other low traffic generating commercial retail uses can be located on collectors or in close proximity to residential areas if care in architecture and site planning is exercised. The City should ensure by proper regulations that any commercial uses located close to residential areas have the proper architectural and landscaping buffer zones.

F-1.7 The Downtown Goals and Policies are included in Section K of the Plan and are intended as general guidelines to help the City and its residents reshape the downtown into a vital part of the community. Generally, development goals are broken into four categories, short-term goals, intermediate term goals, long-term goals, and continual goals. Whenever development is proposed within the CBD these goals should be reviewed and applied as necessary so as to maintain balance and uniformity over time. Although not part of the Downtown Plan or Woodburn Comprehensive Plan, Urban Renewal funding can help to realize the goals and policies embodied in these land use plans.

F-1.8 Ensure that existing commercial sites are used efficiently. Consider the potential for redevelopment of existing commercial sites and modifications to zoning regulations that intensify development to attract new investment.

F-1.9 Adopt a new NNC (Nodal Neighborhood Commercial) District, to be applied in two Nodal Development Overlays:

(a) Near the intersection of Parr Road and the Evergreen Road extension (approximately 10 acres); and

(b) At the north boundary of the UGB along Boones Ferry Road, north of the Mill Creek tributary (2-5 acres).

F-1.10 The Downtown Gateway sub-district of the CG zoning district is an area which extends eastward from Highway 99E towards downtown. Special use provisions within the sub-district shall allow multi-family residential development either as a stand-alone use or as part of a vertical mixed use project. The intent of allowing multi-family residential development in this area is to provide more consumers living within an area of commercial development and to provide 24-hour a day life into the eastern entrance to the downtown.

K. Downtown Design

Vision Statements

During 1997, City officials, downtown business and property owners, Downtown Woodburn Association and interested citizens developed vision statements for the character and future revitalization of the Downtown. These vision statements shall be recognized by the City as the overall expression of the Downtown's future.

1. **IMAGE OF DOWNTOWN:** Downtown projects a positive image, one of progress and prosperity. Downtown improvements have been visible and well publicized. Downtown's image consists of a combination of elements – physical appearance and a look and feel that it is thriving, safe, and vital.
2. **SAFETY:** Downtown is a safe, secure place for customers, employees, and the general public. Safety and security are assured by volunteer efforts, and by physical improvements such as lighting which provides a sense of security.
3. **SOCIAL:** Downtown is a place where a diverse community comes together to work, shop, and play. It is a mirror of the community, the community's "living room". All persons in the community feel welcome, and a part of, their downtown.
4. **BUSINESS ENVIRONMENT:** Downtown is a thriving environment for a variety of businesses. The area contains a good mix of types of businesses, a good overall marketing program is in place, and businesses provide friendly, reliable customer service and convenient hours of operation. Individual businesses are clean, attractive and present a good physical appearance.
5. **ATTRACTORS:** Downtown is the center of community life, and serves as a focus to define the community's historic and cultural heritage. A community market brings all of the City's diverse communities together every week. Downtown's architecture, the aquatic center and unique businesses serve as a regional attractor. In addition, downtown offers events and opportunities that draw people together to mingle, learn, and enjoy.
6. **NEIGHBORHOOD:** Downtown is a part of the City's oldest neighborhood. Businesses, government and employment uses are linked to residential neighborhoods, educational facilities, recreation opportunities and good transportation services. Throughout this central neighborhood, both renovation and new development respect the history and traditions of the community.

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7. TRANSPORTATION: Downtown is easily accessible via the local street system, public transportation, and other alternate modes of transportation. Special transportation facilities improve circulation patterns within the downtown, and provide links between downtown and key events and places.
8. PARKING: While it is not appropriate to provide downtown parking at the same level as found in shopping centers, good utilization and management of the existing supply of downtown parking has been accomplished.
9. IMPLEMENTATION: Implementing the vision for downtown has involved both private and public investments. Investments are made in the management structure for downtown and in capital improvements to improve the physical elements of downtown. Planning for these investments, and examining options to pay for them is an on-going process involving the City, Woodburn Downtown Association, property and business owners.

Short Term Goals and Policies

Goal

K-1. Rehabilitation and Financing of the Downtown Development Conservation District (DDCD)

Policies

- K-1.1 Because of the decline in both business and industry downtown, many buildings have been abandoned and stand in a state of serious disrepair. It is important in the short term that these undesirable, unsafe structures be condemned and demolished if repair and maintenance is not practical.

Many buildings have been altered without regard to their surroundings, succumbing to short-term fads, leaving the buildings quickly looking out of date and incongruent. It is recommended that a system for removing selective building elements, cleaning, maintaining, painting, and adding selective elements be initiated.

- K-1.2 Encourage a balanced financing plan to assist property owners in the repair and rehabilitation of structures. The Plan may include establishment of the following:
- (a) Support and encourage an effective urban renewal district.
 - (b) Provide on-going investments in downtown improvements.
 - (c) Economic Improvement District - a designated area, within which all properties are taxed at a set rate applied to the value of the property with the tax monies used in a revolving loan fund for building maintenance, and improvement.
 - (d) Local, State, & National Historic District - a designated district within which resources, and properties are inventoried and identified for historic preservation.
 - (e) Establish a "501 C-3" tax exempt organization for the purpose of qualifying for grants.
 - (f) Adopt a Downtown Development Plan and funding strategy for Downtown improvements. Capital improvements shall be designed and constructed to be in harmony with the concepts portrayed in the Woodburn Downtown Development Plan, 1997.

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- (g) Update the Downtown Development Plan at least every five years, and involve the Woodburn Downtown Association, property and business owners in the update process.

Goal

K-2. Improve Citizen Involvement in the DDCD.

Policies

- K-2.1 Maintain and support the organization of a downtown business watch group, where property owners can assist police in eliminating undesirable, illegal behavior in the DDCD.
- K-2.2 Business owners should encourage the involvement and education of their employees in downtown activities.
- K-2.3 The City shall oversee all development and ensure general conformance with this document.

Goal

K-3. Improve Open Space Within the DDCD.

Policies

- K-3.1 Introduce new plant materials to the Downtown Design and Conservation District, including: ground cover; shrubs; and trees. A program to introduce new plant materials would enhance the appearance of the entire downtown. Participation on the part of both the City and the downtown merchants will be needed to see these projects through to a reasonable conclusion.
- K-3.2 Design a set of uniform sign graphics for the DDCD. Using control in developing street graphics provides balance and facilitates easy, pleasant communication between people and their environment. Points of consideration would include: Area of sign, placement, symbols used, extent of illumination, colors, etc.
- K-3.3 Construct a central downtown plaza or square to serve as a public meeting place and center for cultural activities.

Intermediate Term Goals and Policies

Goal

K-4. Improve Pattern of Circulation Within the DDCCD.

Policies

- K-4.1 Evaluate alternative circulation patterns for traffic flow. Patterns of pedestrian circulation improved through the repair and/or replacement of sidewalks. A means of providing a sense of place within the downtown accomplished by replacing damaged sections of sidewalk with a decorative brick like pattern of surfacing. Pedestrian safety increased by carrying this surfacing pattern across the streets at each intersection thereby creating a different color and texture over which the automobiles travel.
- K-4.2 Improve vehicular and safety access into and out of Downtown by improving North and South Front Streets.
- K-4.3 Curb ramps should be encouraged at all intersections. Improved wheelchair facilities throughout the CBD will provide access to a more diverse cross section of the City's population.
- K-4.4 Efforts should continue to evaluate the feasibility of bicycle paths linking the CBD with City schools and parks.

Goal

K-5. Improve Utilities and Landscaping Within the DDCCD.

Policies

- K-5.1 Plans for capital improvement should include a schedule for replacement of overhead power and telephone lines with underground utilities.
- K-5.2 Without an adequate system of underground irrigation within the DDCCD, plans for landscaping not be as successful. The City will include in its Capital Improvement Programs plans to improve underground irrigation systems along streets and at intersections throughout the DDCCD.
- K-5.3 Street lighting can be both ornamental and useful in making the downtown safe and attractive. Cooperation from both private and public interests can result in a street lighting plan that both serves a utility and attracts people to shop in and enjoy the downtown.

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- K-5.4 Because of the costs involved in utility and landscaping improvements and the need to maintain general uniformity in designing improvements such as landscaping and street lighting, the Woodburn Urban Renewal Agency in cooperation with the City should develop a schedule for improvement that phases development.

Long Range and Continuous Goals

Goal

K-6. Attract Business to the DDCD.

Policies

- K-6.1 To succeed, the DDCD should function in four ways:
- (a) As a center for small cottage industry, where goods are produced on a small scale for sale on both a local retail and a regional wholesale level;
 - (b) As a neighborhood shopping center with retail stores, restaurants, offices and services;
 - (c) As a City-wide hub with government and public buildings, arts and entertainment centers; and
 - (d) As a regional and statewide center that celebrates cultural diversity and offers opportunities for education and tourism.
- K-6.2 Complete alley improvements and implement Urban Renewal Plan.

Goal

K-7 Enliven the downtown through encouraging the development of housing in the downtown.

Policies

K-7.1 In order to promote greater activity in downtown and to support the businesses that are located there, the DDC district will allow for multi-family residential development in the downtown area – either freestanding or as part of a vertical mixed-use development. In addition, attached single-family dwellings shall be permitted at a net density of 12 to 16 dwelling units per acre.

Goal

K-8 In order to protect the historic character of the downtown area and to promote storefront retail and service development, site and building design standards and guidelines reflective of downtown

Woodburn's most vigorous period (1880-1950) shall guide new development within the downtown area.

Policies

K-8.1 The development standards and guidelines for the DDC district shall also encourage an enhanced street environment by providing building and streetscape designs of interest to pedestrians, such as locating buildings close to the street with parking areas behind or next to the building, limiting blank walls adjacent to the street, and requiring views into active areas of retail spaces.

K-8.2 The DDC district development standards shall include a maximum height restriction of 40-feet or three stories –whichever is less, consistent with the long-term pattern of development in downtown Woodburn.

K-8.3 Building heights of two stories or greater are encouraged in the DDC district.

Neighborhood Conservation Overlay District Goals and Policies

Goal

K-9 Preserve, to the greatest extent practical, the architectural integrity of Woodburn's "older" (1890-1940) neighborhoods.

Policies

K-9.1 Identify residential neighborhoods that contain dwellings built between 1890-1940, which represents that period of time the DDCCD was developing.

K-9.2 Encourage those areas that are determined to be the City's older neighborhoods (1890-1940) to implement the neighborhood conservation overlay district.

K-9.3 Seek funding sources to assist homeowners in rehabilitation efforts that implement overlay conservation districts standards.